

HEADLINE:	Zurich Insurance says to cut 240 jobs in Britain
Who:	Zurich Insurance
What:	Said it expects to cut 240 jobs in Britain
When:	Announced on Thursday
Where:	London
Why:	Following the merger last year of its UK life and general insurance businesses into one division. "The steps we are undertaking will make us sustainable in a highly competitive market, creating a platform for growth," said Tulsu Naidu, chief executive of Zurich's UK business.
Source:	Reuters by Carolyn Cohn

HEADLINE:	Davos CEOs 'go local' on supply chain in Trump era
Who:	Business leaders in Davos, traditionally the high priests of globalization
What:	Are talking up the benefits of local production this week to shield themselves from criticism from incoming U.S. President Donald Trump.
When:	On Thursday
Where:	Davos, Switzerland
Why:	Elected on a jobs-focused "America First" platform, Trump has taken to Twitter to rebuke major companies like General Motors, Lockheed Martin and United Technologies, either for making goods in Mexico or for the price of their products. "The basic message is to be more national, don't just be global," Richard Edelman, CEO of communications marketing firm Edelman, told Reuters. "Let's try and pre-empt that tweet by having a long-term discussion about the supply chain."
Source:	Reuters by Martinne Geller and Ben Hirschler

HEADLINE:	Trump spokesman says of possibility of U.S. Embassy in Jerusalem – 'Stay tuned'
Who:	President-elect Donald Trump's spokesman
What:	Said there will be an announcement on whether the United States will move its embassy from Tel Aviv to Jerusalem.
When:	on Thursday
Where:	Washington
Why:	While campaigning for the presidency, Trump pledged to switch the embassy from Tel Aviv, where it has been located for 68 years, to Jerusalem. The proposal drew an outcry from Palestinians and others who said it would kill any prospect for peace. The United States and other countries do not regard Jerusalem as Israel's capital. Other nations' embassies are located in Tel Aviv and do not recognise Israel's annexation of Arab East Jerusalem following its capture in the 1967 Middle East war.
Source:	Reuters by Steve Holland and Doina Chiacu

What is 5W?

5W (**who, what, when, where, why**) is an information gathering technique. It collects the most important information that forms the framework of an essay or news story.

5W should always be strong enough to stand alone, read in isolation and understood. If you can't understand it then you haven't collected all the facts (or the right facts).

Will the 5W technique help me to become a better writer?

Yes. The purpose of these daily 5W drills is to help you identify key facts. The more drills you do, the better you will become at identifying key information.

If you learn to include or dismiss **who, what, when, where, why** (5W) in every essay, then you'll always answer the question.

5W also assists in the critical thinking process.

Note: '**who**' means '**subject**'. Who can be a **person**, a **place** or a **thing**.

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